AMENDMENTS TO THE CLAIMS

1-20. (canceled)

21. (original) A method for providing recommendations of items to a user, the method comprising:

using a client component which runs on the user's computer in conjunction with a web browser to identify a plurality of items accessed by the user through a plurality of web sites during a web browsing session;

selecting an additional item based at least upon a degree of relatedness between the additional item and each of the plurality of items; and

recommending the additional item to the user.

22. (original) The method of Claim 21, wherein the additional item is a web page, a web site or a web address.

23. (original) The method of Claim 21, wherein the plurality of items are web pages, web sites or web addresses.

24. (original) The method of Claim 21, wherein the additional item is recommended to the user through the client component.

25. (original) The method of Claim 21, wherein the degree of relatedness is based upon a score that takes into account browsing history data for a plurality of users.

26. (original) The method of Claim 21, wherein the degree of relatedness is based upon a commonality index that takes into account a number of co-occurrences of accesses of a pair of items within each of a plurality of web browsing sessions.

27. (original) The method of Claim 21, wherein the degree of relatedness is based upon a minimum sensitivity determination.

28. (original) The method of Claim 21, wherein the additional item is selected by a server component that receives an identification of the plurality of items from the client component.

29. (original) The method of Claim 21, wherein the additional item is a product.

30. (original) The method of Claim 21, wherein using the client component to identify a plurality of items comprises:

receiving from the client component identifications of a plurality of web addresses browsed by the user during the web browsing session; and

using an association of web addresses with items to identify the plurality of items based upon the plurality of web addresses.

31. (original) The method of Claim 30, wherein the association of web addresses with items is based at least upon content-based analysis of web pages.

32. (original) The method of Claim 30, wherein the association of web addresses with items is based at least upon structure-based analysis of web pages.

33. (original) The method of Claim 30, wherein the association of web addresses with items is based at least upon user identification of items on web pages.

34-48. (canceled)

49. (new) A method of assisting a user in locating web content that is related to browsing activities performed during a current browsing session, the method comprising:

providing a browser plug-in that runs on a user computer in association with a web browser;

during a current browsing session in which a user accesses a plurality of web sites, receiving from the browser plug-in, at a server which is separate from the user computer, at least an indication of the plurality of web sites accessed by the user;

selecting a web address to suggest to the user, taking into consideration identities of each of the plurality of web sites accessed by the user during the current browsing session; and

transmitting the web address to the user computer during the current browsing session.

50. (new) The method of Claim 49, wherein the server is separate from servers of the plurality of web sites.

51. (new) The method of Claim 49, wherein the browser plug-in presents the web address to the user during the browsing session.

52. (new) The method of Claim 51, wherein the browser plug-in provides an option for the user to deselect one or more of the plurality of accessed web sites to cause a recommendation of said web address to be refined.

53. (new) The method of Claim 49, wherein the web address is an address of a target web site that is determined to be the most closely related to the plurality of web sites accessed by the user during the current browsing session.

54. (new) The method of Claim 49, wherein the web address is an address of a target web site, and is selected such that a selection decision takes into consideration a degree to which the target web site is related to each of the plurality of accessed web sites.

55. (new) The method of Claim 54, wherein the degree to which the target web site is related to each of the plurality of accessed web sites is determined by accessing a data structure that stores pre-generated data values reflective of degrees to which specific web sites are related.

56. (new) The method of Claim 54, wherein selection of the web address takes into consideration a degree to which the target web site is collectively related to the plurality of web sites accessed by the user.

57. (new) The method of Claim 49, wherein the web address in an address of a target web page, and is selected taking into consideration a degree to which the target web page is related to each of a plurality of web pages accessed by the user while browsing the plurality of web sites.

58. (new) The method of Claim 49, wherein selection of the web address takes into account frequencies with which different web sites have been accessed by users during the same browsing session, as determined by analyzing session clickstreams of a plurality of users.

59. (new) The method of Claim 49, wherein the web address is one of a plurality of web addresses selected to concurrently recommend to the user.

60. (new) A method of assisting a user in locating web content related to a current browsing session, the method comprising:

at a server, receiving clickstream data from a user computer, said clickstream data reflective of browsing actions performed by a user of the user computer across a plurality of web sites during a current browsing session, said server being separate from servers of said plurality of web sites;

storing the clickstream data in a memory of the server during the browsing session;

selecting at least one web address to recommend to the user during the browsing session such that selection of the at least one web address takes into consideration

identities of each of the plurality of web sites accessed by the user during the browsing session; and

transmitting the at least one web address to the user computer during the browsing session.

61. (new) The method of Claim 60, wherein the clickstream data is transmitted from the user computer to the server under the control of a browser plug-in that runs on the user computer.

62. (new) The method of Claim 61, wherein the browser plug-in provides an option for the user to deselect one or more accessed web locations represented in the clickstream data to cause a recommendation of the at least one web address to be refined.

63. (new) The method of Claim 60, wherein the at least one web address is selected using a previously-generated mapping structure that maps web addresses to related web addresses.

64. (new) The method of Claim 60, wherein the at least one web address includes an address of a target web site that is determined to be the most closely related to the plurality of web sites accessed by the user.

65. (new) The method of Claim 60, wherein the at least one web address is selected so as to recommend one or more web sites that are collectively related to a plurality of web locations accessed during the current browsing session.